

receiving from the buyer a product selection indicating one of the recreational boats; running a software program for automatically selecting a reseller that carries the selected recreational boat and has a producer-assigned territory that covers an area corresponding to the buyer zip code; and

communicating to the buyer, over the computer network, the location of the reseller and the purchasing incentive corresponding to the selected recreational boat.

63. (Added) The method of claim 62, wherein:
the computer network is the Internet.

64. (Added) The method of claim 62, wherein the purchasing incentive comprises:
a cash value discount and an expiration date.

65. (Added). The method of claim 62, wherein the purchasing incentive is redeemable only at the reseller.

66. (Added) The method of claim 62, wherein:
displaying the location of the independent dealer and the purchasing incentive to the buyer through the website.

REMARKS

Entry of this amendment prior to examination is respectfully requested. This amendment adds claims 62-66. Support for the added claims is found generally throughout the specification, and more particularly, with reference to FIGS. 1-4 and their accompanying written description. No new subject matter has been added.